

OUT TAKES

Summer 2007



UTAH FILM
COMMISSION



UTAH FILM COMMISSION

Marshall D. Moore
Director

Tammy Villa-Humphreys
Administrative Assistant

Mimi Davis-Taylor
Producer Services Executive

Derek Mellus
Producer Services Executive

Ricardo Flores
Marketing and Creative
Executive

Melissa McGibbon
Marketing Executive:
Communication & Public
Relations

Tommy Woodard
Producer Services Specialist

Direct 801.538.8740
Toll Free 800.453.8824
Fax 801.538.1397
Hotline 801.538.1324
Web film.utah.gov
E-Mail film@utah.gov

Utah Film Commission
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT 84114

Cover Photo



Matt Morgan



Special Edition Cover



FILM COMMISSION UPDATE

Marshall D. Moore
Director

There are many positive changes that have occurred over the past few months with our office and the local film industry.

To begin with, I am pleased to introduce two new members of the Utah Film Commission staff. Tammy Villa-Humphreys joined our team last April as our new Administrative Assistant. Tammy is a native Utahn and graduated from Westminster College with a degree in psychology. A film enthusiast, Tammy worked for the Sundance Film Festival in 2006 and 2007 as the Materials Coordinator. Working closely with the filmmakers and producers at the festival, made her a perfect fit for our office.

Another great addition to the office is Derek Mellus, joining us this past May serving as one of our Producer Services Executives. Derek attended the University of Utah and started working in the local film industry with *Benji: Off the Leash!* Derek continued to work in film and accumulated his share of film credits. Among them, *Adventures of Power*, *Teenius*,

Weiners, *Blind Dating* and the television series *Everwood*.

Adding Tammy and Derek to an already professional team will be a positive experience in our efforts to bring more film production to Utah.

Tammy Villa-Humphreys



Derek Mellus

As you well know, the Motion Picture Incentive Fund (MPIF) has already been effective in bringing film productions to the state of Utah. However, to stay competitive with the other states across the nation, we believe that it was time to revise the MPIF. On July 20th, the Governor's Office of Economic Development (GOED) Board unanimously approved an increase in the rebate percentage of the MPIF from 10% to 15%. This was the first percentage increase since Utah began offering film incentives in 2004. This action has caused *Variety Magazine* to include Utah as one of the leading production hot spots in the United States and supports the Governor's desire to make Utah a premiere film destination.

All other requirements of the MPIF remain the same, a minimum spend of \$1 million in the state and a cap of \$500,000 per project. Since the beginning of July 1, 2007, six films were approved for funding. This change approved by the GOED board demonstrates Governor Huntsman's commitment to the local film industry.

Governor Huntsman has taken the opportunity to visit nine film sets since he took office in January of 2005, which is more than any previous governor in the history of the state.

This past July, the Governor and staff of the film commission had the opportunity to tour Stone Five Studios in Provo. This new state-of-the-art facility includes a 10,000 square foot stage with a ceiling height of 26 feet, a green-screen, recording studio, foley stage and production offices. This space is available for any production seeking studio space for their next project.

Projects that have recently completed photography include the Disney Channel's cable feature *High School Musical 2*, shot entirely in Salt Lake City and St. George Utah which wrapped production last April and premiered on the

Kirby Heyborne and Mary Ann Huntsman



Governor Huntsman and Dave Hunter

Disney Channel on August 17, 2007. Also the feature films *Animals*, *White on Rice*, *Adventures of Food Boy*, *The Second Singles Ward*, *Dragonhunter*, *Lifeless* and *Darkroom* completed production over the past few months.

As we look ahead to a productive year, I want you to know that we welcome your thoughts and questions. Please contact us anytime, we are here for you.

People Magazine Shows Off High School Musical

People Magazine created a cover-to-cover edition of *High School Musical 2*. The Special Collector's Edition features the actors, including the local talent and captures a behind the scenes perspective of the shoot. This is the first time that a publication of this kind has been entirely devoted to a made in Utah production.

Shot entirely in Salt Lake City and St. George, Utah, *HSM 2* aired on the Disney Channel, with a viewership of 17.2 million, becoming the the most watched basic cable movie of all time.

The Inside Labors of Production Design

"Production Designers are among the first to be hired on any show," says Production Designer Mark Hofeling. "Working closely with directors and DPs, we guide the choice of locations, make decisions about what sets will be built and create pallets and themes that will help flesh out a story and make it complete."

Mark Hofeling, Chris DeMuri and Diane Millett are three prominent production designers in the state of Utah with as much experience as any production designer working today. Each have their own philosophy, idea and process when it comes to their craft.

Chris DeMuri was the Art Director for the T.V. series *Touched by an Angel* until it ended in 2003. His latest design credits include *Animals*, *Evil Angel*, *American Pastime* and *Bonneville*.

"I think it is important to hire the best people that you can and let them work. We have some exceptional artisans and crafts people in Utah, and their creative input and experience is invaluable," says Chris.

Chris expands on his work based on what is needed for a certain look. "If we wish to

enhance or adjust the mood for a scene, my philosophy is that reality is a point from which you deviate. Nothing stylistically usually happens by accident, we have to make it happen," he explains.

Production designers research each project, work closely with directors and cinematographers to achieve a look and tone, taking into consideration the perceptions people may have on a given subject.

Chris explains further, "*American Pastime* is set during World War II, in Topaz, Utah so we based the production design on the unsaturated, monochromatic visuals that people usually associate with documentary footage of WWII, along with the harsh desert environment."

Topaz Japanese internment camp, Chris DeMuri: *American Pastime*



Photo by Matt Morgan

Designers must consider factors, such as mood, setting and even picture size. What works well for a commercial most likely will

"The skills and knowledge required to do the job well are vast. We have to know about design, color, the attributes of a

Beijing Street, Diane Millett: *Touched by an Angel*



Photo by Ellen Schuss

not translate into a projected feature film.

Mark Hofeling remarks, "For all the influence we have over the conception and final look of films, Production Designers tend to labor somewhat in obscurity. Amazingly, it's not just the general public that knows very little about our roles, but also a very large percentage of film crews seem to be mystified by what we and our various departments do."

As a Production Designer, Mark has designed more than twenty Disney Channel productions including both *High School Musical* and *High School Musical 2*. He was also the Assistant Art Director for *Con Air* and the Art Director for *The World's Fastest Indian* and *The Maldonado Miracle*.

variety of materials, construction, architecture, graphic design, history and interior-design. Good designers are always observing the world around them," says Mark. "Beware of having one of us over for dinner, the way you live may end up on film some day."

Before it is on the screen, production design begins on paper with sketches,

renderings and blueprints. It is the responsibility of the Production Designer to oversee every detail and supervise the process from conception to wrap.

In a typical year, a Production Designer may face many challenges. For example, one may have to re-create Bonneville Speed Week in 1962, make a three block stretch of Magna into a charming adobe shopping street, build the Japanese internment camps of World War II, duplicate the Johnson Space Center, create a raging waterfall for actors to safely jump into or replicate the London Underground.

"Chances are that whatever you see on a movie screen, a designer has conceived it, chosen it, or altered it," adds Mark.

Mark Hofeling: *High School Musical*



Mark Hofeling: *Con Air*



Production design is an important art form that is embedded into the production. Its purpose is to deliver the story by giving the audience a sense of mood, time, and place.

As the Production Designer for the TV series *Everwood* and *Touched by an Angel*, Diane Millett loves the collaborative effort that goes into the creative process.

Diane explains, "Essentially as a Production Designer you help select the settings and style to tell a story, if you have the passion you can hopefully bring to life what has existed only in the imagination of the writer and director. The reward comes when the art department can create a magical world that can entertain, educate and move people."

AFCI Tradeshow

Every April more than 3,000 entertainment and film industry professionals attend the Association of Film Commissioners' International (AFCI) tradeshow in Santa Monica, California. The purpose of the tradeshow is to showcase and exhibit the 300 film commissions from across the world.

The Utah Film Commission utilizes this time to create and maintain important contacts within the movie industry. To accomplish this, the UFC made sure that Utah was well represented at the tradeshow by bringing along film liaisons from different regions of the State: Sue Kapis from Park City; Blain Wilkey from Utah County; Jeff Harding from St. George; and Dennis Judd from Kanab.

This group along with the Utah Film Commission staff, met with countless industry professionals discussing Utah's resources, crew infrastructure, locations and of

course, incentives.

As an added bonus the UFC brought Lee Steadman, a Salt Lake City photographer and digital artist

to create a photographic giveaway for attendees. Taking the tag line from the *Letterboxers* commercial spots, "Make A Scene In Utah," Lee along with his assistant Tasha Walker, created virtual scenes. Attendees had a choice of various locations to place themselves in and "make their scene," such as Monument Valley, Park City and Arches National Park.

In 2008 the Film Commission plans to submit this "Make a Scene" photograph presentation to the AFCI Marketing Awards where it has great promise to be recognized. At this past year's AFCI awards, the UFC won awards in excellence for clothing, the UFC logo, and first place for the *Letterboxers* commercial campaign.

Tasha Walker, Ricky Flores, Mimi Davis-Taylor, Jeff Harding.



Sue Kapis, Dennis Judd, Lee Steadman, Marshall Moore.

UFC Hosts Sundance Lab

Twice a year, the Sundance Institute holds a Screenwriters Lab in the mountains of Sundance, Utah. Lab attendees focus entirely on crafting the most compelling version of original feature film scripts. This year 150 guests gathered to enjoy a reception hosted by the Utah Film Commission. Director, Marshall Moore, greeted the filmmakers and spoke to them about making Utah their next filming destination. Also in attendance were Sundance Executive Director, Ken Brecher, Chris Klein (*American Pie*), David Eigenberg (*Sex and the City*) and Douglas Smith (*Big Love*).

Michelle Satter, Marshall Moore, Lee Nersesian, Ken Brecher, Melissa McGibbon and Mimi Davis-Taylor



New Slamdance Summer Festival

The first annual Slamdance Outdoor Film Festival, presented by the Utah Film Commission, was held Friday, August 10th and Saturday, August 11, 2007 at Fairmont Park in Salt Lake City. Crowds gathered to see local bands Mesa Drive and Larusso play live sets before the award-winning films from the Slamdance archive were screened. Among the Utah-made short films were *Tolerance*, directed by Mark Finch Hedengren, and *Ponteuze*, directed by Buck Griffiths.

The Reel Location Scout Game

If you can tell us the name of these locations, you could win a nifty prize from the Utah Film Commission.

What you need to do:

1. Head to our website at film.utah.gov.
2. Explore the online Location Library.
3. Identify each numbered picture by name.
4. Send an e-mail to film@utah.gov with your answers. Use the subject line, REEL LOCATION.

The first person to answer correctly, will win an official UFC backpack.



Summer Luncheon

On July 19, 2007 the Utah Film Commission hosted its semi-annual Industry Luncheon at Rice-Eccles Stadium. Over 250 local film professionals, along with several State government officials, attended the event and listened to Marshall Moore speak on Utah's film industry. Moore's primary topic was an explanation of the film incentive program and the process a production needs to go through to receive final approval for the incentive.

"I thought it was important for the local film community to understand how a film project receives the incentive, that there is a procedure in place and that it is not automatically approved," said Moore.

Other news given out at the luncheon was the release of the new UFC online Resource

Ricky Flores, Mimi Davis-Taylor, Derek Mellus, Melissa McGibbon



Tammy Villa-Humphreys, Marshall Moore and Tommy Woodard

Directory. Dubbed FILMCARD ONLINE, the new directory will have better functionality and added improvements, such as IMDB listings and an online production hotline.

Finally, there was a glimpse of the new Utah Film Commission Photo

Book. Peder Singleton of Struck Creative explained the concept for the new photographic book.

The next Industry Luncheon will be in December, where once again the Utah Film Commission will hold its annual Spot On Commercial Contest awards ceremony.



Kelly Day, Lorraine Daly and Rebecca Katz



Bryan Clifton and Mowava Pryor



Rep. Christine Johnson and Rep. Phil Riesen

New Book on the Horizon

With the Utah Film Commission brand in place, it was time to update our family of promotional materials, which includes the Photo Book, the Filmed in Utah Brochure and the Resource Directory Handbook.

Planning to replace the five year old package began last January. First, was the Photo Book. The Film Commission wanted a book that showcased the state of Utah as a destination for film, television, commercial and still photography productions. With this general idea in place, a design needed to be conceptualized. For this, we decided to return to Struck Creative, who designed the UFC brand and the Office of Tourism Utah Life Elevated brand.

Struck Creative's design would be formulated on the photographs that would ultimately be placed in the Photo Book. The Film Commission received over 7,000 photos from photographers across the country, which needed to be narrowed down to approximately 120 photos to fit in the new book.

"It was important to make sure that not only did we show different areas of the State, but also show the great diversity of colorful locations that we have in Utah," said Marshall Moore.

It took two months for the UFC staff to choose the proper photographs for the book. Once they were all chosen, they were handed over to Struck Creative to complete the final design of the book.

Peder Singleton, Design Director at Struck Creative explained, "After reviewing dozens of photo essay books from other film commissions around the country, we knew we not only had to create a visually beautiful piece of art, but also a well-organized, highly functional tool."

As the creative process developed, the Struck team saw an emerging theme coming from the photos. Utah's vast diversity of locations, also contained an array of different color palettes. From red to yellow to purple, the

Peder Singleton, Ricky Flores, Marshall Moore and Melissa McGibbon reviewing a page of the Photo Book.



photographs could be placed into a certain hue, and thus came the name of the Photo Book, *Utah Hues*. The same theme of hues and functionality translated into the Filmed in Utah Brochure. The brochure includes a Utah map that shows where various films were shot on location throughout the State. Such movies include *Thelma and Louise*, *The Sandlot*, *National Treasure*, and quite recently, *High School Musical 2*.

Leigh von der Esch, Managing Director of the Utah Office of Tourism who helped spearhead the creation of a new promotional packet said, "The Filmed in Utah

Brochure is a great marketing and tourism piece that shows historically how important the motion picture industry is to Utah."

The newly redesigned Resource Directory Handbook, which holds the name of every registered local film crew member, company and vendor in the online Resource Directory will also be included in the new packet.

In early October these new promotional materials will be sent out to filmmakers across the globe, promoting Utah film crews, resources and locations.

SEPTEMBER 2007

- 4: Utah Museum of Natural History: Science Movie Night - *The Towering Inferno* - Main City Library - 630PM - umnh.utah.edu
5: Salt Lake City Film Center & Westminster College Documentary Speaker Series - *Jesus Camp* - Westminster College Vieve Gore Concert Hall - 7PM - slcfilmcenter.org
6: Sundance Institute: Documentary Film Series - *Manda Bala* (Send a Bullet) - Park City Library - 7PM - sundance.org
7 - 9: Park City Film Series - *Waitress* - Park City Library - Fri & Sat 8PM, Su 6PM - parkcityfilmseries.com
7 - 13: Global Film Initiative - 10 films from around the world - Broadway Theatre - saltlakefilmsociety.org
13 - 14: Organ Loft - Buster Keaton in *The Navigator* - 730PM - organloftslc.com
14: University of Utah Film Studies Flashback 2007 - Fort Douglas Post Theatre - 8PM - film.utah.edu
16: University of Utah Film Series - *Dam Street* - Orson Spencer Hall - 7PM - film.utah.edu
19: Spy Hop Productions Annual Best of Screening - Tower Theatre 7PM - spyhop.org

OCTOBER 2007

- 1: Salt Lake City Film Center - *How Bush Won the Elections in Ecuador* - Main City Library - 7PM - slcfilmcenter.org
5 - 7: Park City Film Series - *La Vie En Rose* - Park City Library - Fri & Sat 8PM, Su 6PM - parkcityfilmseries.com
10: Sundance Institute: Documentary Film Series - *No End in Sight* - Park City Library - 7PM - sundance.org
12 - 17: Park City Film Series - *Once* - Park City Library - Fri & Sat 8PM, Su 6PM - parkcityfilmseries.com
12 - 18: Sundance Art House Project - Best of 2007 Sundance Film Festival Shorts - Tower Theatre - saltlakefilmsociety.org
24-26 & 29-30: Organ Loft - *Phantom of the Opera* - 730PM - organloftslc.com

NOVEMBER 2007

- 6 - 7: Spy Hop Productions - Pitch-Nic Premiere Screenings - Broadway Theatres - 730PM - spyhop.org
8 - 9: Organ Loft - Rudolph Valentino & Vilma Banky in *The Son of the Sheik* - 730PM - organloftslc.com
14: Salt Lake Film Society - Open Mic Night - Tower Theatre - 9PM - saltlakefilmsociety.org

Please check our website for updated film events at film.utah.gov



UTAH FILM
COMMISSION

Utah Film Commission
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, Utah 84114

PRSR STD
US POSTAGE
PAID
SLC, UT
PERMIT NO. 4621